

CLAIMS:

1. A sales promotion device (10) for modifying purchasing behavior, including spatially co-located first component part (20, 30) and second component part (40, 50, 60), said first component part (20, 30) comprising a consumer product and said second component part (40, 50, 60) being operable to encourage a purchaser of the device (10) to seek one or more further products (220), said second part (40, 50, 60) being electronically responsive when spatially presented by the purchaser at retailing premises (200) to enable the purchaser to gain access to and/or take possession of said one or more further products (220).
5
2. A device (10) according to claim 1, wherein the device (10) is arranged in operation to cause the purchaser to be exposed to a range of other purchasing opportunities (220) when said device (10) is spatially presented in proximity of said retailing premises (200, 230) for purposes of gaining access to and/or taking possession of said one or more further products (220).
10
3. A device (10) according to claim 1, wherein said one or more further products (30) are included in the first component part in initially substantially inaccessible form at an instance when the purchaser purchases the device (10), said one or more further products subsequently being rendered accessible when the purchaser presents said device (10) at said retailing premises (200).
15
20
4. A device (10) according to claim 1, wherein the device (10) is arranged so that initial access at said retailing premises (200) for providing subsequent access by the purchaser to said one or more further products is limited to at least one time interval.
5. A device (10) according to claim 1, wherein the second component part (40, 50, 60) includes a communication transponder (60) for use in communicating at said retailing premises (200, 230) to enable the purchaser to gain access and/or take possession of said one or more further products (220; 30).
25

6. A device (10) according to claim 5, wherein said transponder (60) includes at least one of an optical transponder, a radio transponder, an acoustic transponder and an electrically-connectable contact transponder.
- 5 7. A device (10) according to claim 1, wherein the second component part (40, 50, 60) includes a data field (40) for use in identifying to said retailing premises (200) an identification for said second component part (40, 50, 60).
8. A device (10) according to claim 7, wherein said second component part (40,
10 50, 60) includes a data field (50) for storing access indicative data indicative of whether or not said one or more further products (220, 30) have been made available to the purchaser.
9. A device (10) according to claim 1, wherein the first component part (20, 30) is a data carrier bearing (20) the consumer product in readily accessible software form.
- 15 10. A device (10) according to claim 1, wherein the first and second component parts are a substantially unitary item.
11. A device (10) according to claim 1, wherein the first component part (20, 30)
20 is a compact disc susceptible to optical interrogation, and the second part is a radio transponder device incorporated as a part of the disc and substantially unitary therewith.
12. A method of operating a sales promotion device (10) for modifying purchasing behavior, including the steps of:
- 25 (a) arranging for the device (10) to include spatially co-located first and second component parts (20, 30, 40, 50, 60), said first component part (20, 30) comprising a consumer product (20);
- (b) arranging for said second part (40, 50, 60) to encourage a purchaser of the device (10) to seek one or more further products (220, 30); and
- 30 (c) arranging for said second part (40, 50, 60) to be electronically responsive when spatially presented by the purchaser at retailing premises (200) to enable the purchaser to gain access to and/or take possession of said one or more further products (230, 30).

13. A method according to claim 12, further comprising a step of arranging for the device (10) in operation to cause the purchaser to be exposed to a range of other purchasing opportunities (230) when said device is spatially presented in proximity of said retailing premises (200) for purposes of gaining access to and/or taking possession of said one or more further products (230, 30).

14. A method according to claim 12, further comprising a step of arranging for said one or more further products to be included in the first component part (30) in initially substantially inaccessible form at an instance when the purchaser purchases the device (10), said one or more further products (30) subsequently being rendered accessible when the purchaser presents said device (10) at said retailing premises (200).

15. A method according to claim 12, further comprising a step of arranging for the device (10) to limit access by the purchaser so that initial access at said retailing premises (200) for providing subsequent access by the purchaser to said one or more further products (30) is limited to at least one time interval.

16. A method according to claim 12, further including a step of arranging for the second component (40, 50, 60) to include a communication transponder (60) for use in communicating at said retailing premises (200, 230) to enable the purchaser to gain access and/or take possession of said one or more further products (230, 30).

17. A method according to claim 16, further comprising a step of arranging for said transponder (60) to include at least one of an optical transponder, a radio transponder, an acoustic transponder and an electrically-connectable contact transponder.

18. A method according to claims 12, further comprising a step of including a data field in the second component part for use in identifying to said retailing premises an identification for said second component part.

19. A method according to claim 18, further comprising a step of arranging for said second component part to include a data field for storing access indicative data indicative of whether or not said one or more further products have been made available to the purchaser.

20. A method according to claims 12, wherein the first component part is a data carrier bearing the consumer product in readily accessible form.
- 5 21. A method according to claims 12, further comprising a step of arranging for the first and second component parts to be a substantially unitary item.
22. A method according to claim 12, wherein the first component part is a compact disc susceptible to optical interrogation, and the second part is a radio transponder
10 device incorporated as a part of the disc and substantially unitary therewith.
23. A sales promotion system (10, 230) comprising at least one sales promotion device (10) for modifying purchasing behavior and retailing premises (200) including communicating means (230) for communicating with said at least one device (10) when
15 presented in spatial proximity therewith, said at least one device (10) including spatially co-located first (20, 30) and second (40, 50, 60) component parts, said first component part (20, 30) comprising a consumer product and said second component part (40, 50, 60) being operable to encourage a purchaser of said at least one device (10) to seek one or more further products (230, 30), said second part (60) being electronically responsive when spatially
20 presented by the purchaser to said communicating means (230) at retailing premises (200) to enable the purchaser to gain access and/or take possession of said one or more further products (230, 30).